SPECIAL EDITION

Exclusive Newsletter
Takeover

The Grocer · Convenience store · British BAKER · FORECOURT trader

WilliamReed.

1 **Leaderboard**
Dimensions: 728 x 90 pixels (width x height)
File type: GIF, PNG, JPG - static image only

2 **Top Text Advert**
Image dimensions: 75 x 75 pixels (width x height)
Image file type: GIF, PNG, JPG - static image only
Title: 50 characters maximum (including spacing and punctuation)
Text: 100 characters minimum, 250 characters maximum (including spacing and punctuation)
Please note that a call to action «**... Click here »** will be added automatically and can not be amended

3 **MPU**
Dimensions: 300 x 250 (width x height)
File type: GIF, PNG, JPG - static image only

File size
The maximum weight for each file is 50 KB

Click URL
Please provide one web address (URL link) for the banner to click through to
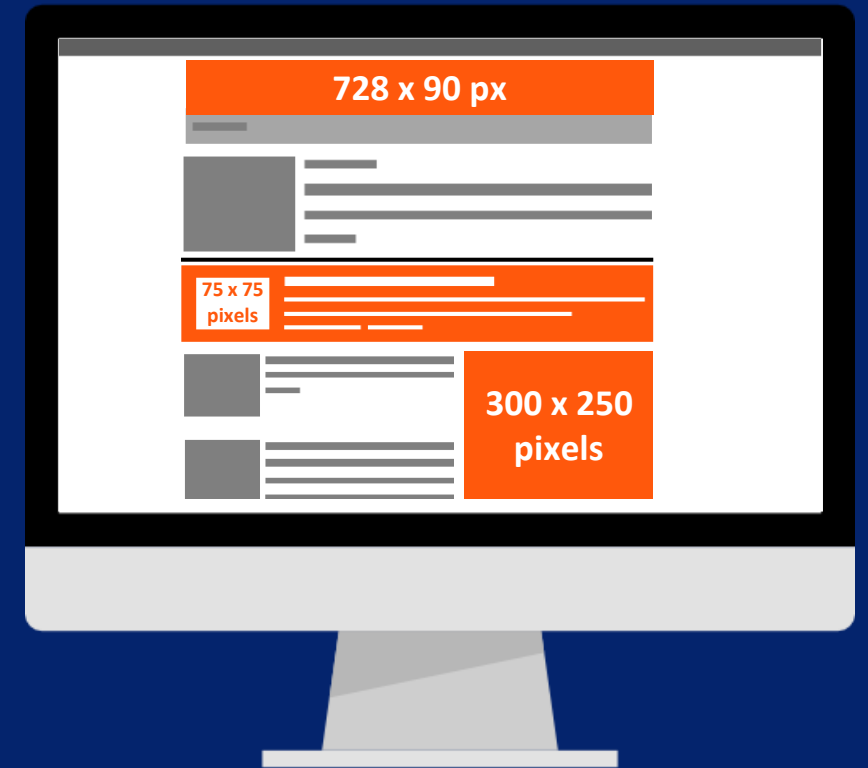Check page 3 for destination URL options
Ensure the URL link is UTM tagged, more information **here**

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

728 x 90 px

75 x 75 pixels

300 x 250 pixels

Top Text
Destination URL

External Web Link

- If you are re-directing your advert to an external webpage, please provide the web address (URL link) and ensure it is UTM tagged – more information **here**

Lead generation page: PDF

- If you want to house a pdf document on our website, download the specifications for a lead generation page **here**

Lead generation page: Competition Giveaways

- A page for your competition/giveaway including a link to the competition/giveaway terms and conditions, download the specifications **here**

Best Practices

Branding techniques

- Place your logo in a predominant position
- Use eye-catching colours that compliment your brand
- Include a relevant and enticing image
- Ensure any text is in a font style and size that is easy to read

Quality techniques

- Keep the content concise and highly focused
- Try and keep the file size as low as possible (this will lead to faster delivery of your advertisement on our websites)
- The landing page should be relevant to the banner

Click-through techniques

- Include a clear call to action
- Make the offer appealing enough to click

Tracking techniques

- It is in your interest to track your Campaign performance with your web analytics solution
- If you want to track banner URLs in your own web analytics tool or Google Analytics please refer to the document **here**